THE TRIP.

WIN THE RIDE OF A LIFETIME

Consumers are not the only winners in the Marlboro Unlimited promotion. Marlboro Unlimited Retailer Rewards participants will also have a chance to win the ride of a lifetime – a 6-day, 5-night trip on the Marlboro Unlimited. 50 lucky winners and their guests will roar through the West aboard the ultra-luxurious *Marlboro Unlimited* on a 1400 mile trip through the heart of Marlboro Country. There's never been an opportunity like this because there has never been a train like the Marlboro Unlimited or a trip like this one!

Entertainment Unlimited

From the time they wake up (and the lavish late night buffet is served), guests will have non-stop opportunities for entertainment and relaxation. Because The Marlboro Unlimited adventure isn't limited to the Train – it's as big as the great outdoors. As the Train travels through Colorado, Wyoming, Montana and Montana, it will make daily stops allowing guests to really explore the American West.

Action and adventure will await at every stop. There'll be horseback riding, white-water rafting, biking, hiking, fishing, hot-air ballooning and sightseeing in some of the West's most

Jaw-dropping scenery. Guests will have an opportunity to see big name country music artists and rodeo stars in private performances that are limited – to Marlboro Unlimited passengers. A fleet of plush, custom-designed bus coaches will transport guests to and from the Train, to the stars destination.

Back on board the Train, there'll be time to kick back and relax. Guests can head for Cowboy's Place for refreshments or to the Spa Car to enjoy a massage and soak in the hot tub. They can join the crowd for a movie in the cinema car or select a movie from the video library to watch in the privacy of their stateroom. And if that's too

tame, there's always card-playing or dance to the latest tunes in the Thunder and Lightning car.

A Winner In Every State

Adults participating in Marlboro Unlimited Retailer Rewards that accumulate 75,000 or more points, qualify for a chance to win a ride aboard the Marlboro Unlimited. Winners will be selected through a sweepstakes, or

wherever sweepstakes are prohibited, an essay contest.

Think of your chances of winning of the millions of adult smokers who participate in Marlboro Unlimited, only 2000 will win a trip on the The Train. The Marlboro Unlimited Retailer Rewards Sweepstakes and the Retailer Rewards Contest are for retailers ONLY!

The Marlboro Team has been hard at work for over two years to make this train a reality. There's no train in the world like the Marlboro Unlimited. Twenty state-of-the-art sailcars driven by powerful twin engines and painted Marlboro red. No detail was too small, no opportunity ignored. See for yourself!

Retailers who don't win the trip can still get the Gear. Marlboro Unlimited Gear, made to take on the land that knows no limits. Here are some of the exciting pieces of branded merchandise you can get with points you accumulate during the Marlboro Unlimited Promotion.

MARLBORO UNLIMITED ASHTRAY 5,000 Points

MARLBORO 29" COMBO BAG 50,000 Points

MARLBORO EXPEDITION SHELL 55,000 Points

THE TRAIN.

SWEATING THE DETAILS TO BUILD A DREAM

A train? It's really more like a cruise ship on wheels:

■ A dance club – *Thunder and Lightning* ■ Card tables – at *Charlie Russell's* ■ A saloon – *Cowboy's Place* ■ A cinema ■ A library with books, magazines and videos ■ A hot tubs ■ 2 massage rooms ■ Video games ■ An observation lounge – *Glass Mountain Lounge* ■ 2 dining rooms – *Cattleman's* and *The Clubhouse*

Unique Features, a level of luxury not even found aboard the Orient Express:

■ Every passenger car is outfitted with custom-built maximum-view glass domes – so guests can enjoy the extra-large western vistas ■ A unique *two-story* car with a **balcony** houses the *Thunder & Lightning* dance club so dancers can kick up their heels without bumping their heads ■ Every stateroom has a private bathroom with shower, a telephone and VCR ■ A Spa Car with hot tubs designed to hold water at high speed ■ Two open air platforms so guests can enjoy the outdoors even when on-board ■ Car interiors specifically designed and decorated with authentic Western motifs and materials, including real leather sofas.

THE SIZE:
Stretches the length of 5½ football fields.

THE WHEELS:
160 gleaming disks of steel.

THE WEIGHT:
Over two million pounds of rolling thunder.

THE ENERGY:
2.3 megawatts – enough to power a small town.

THE SERVICE:
Deluxe all the way – about 1 staff person for every 2 guests.

THE HORSEPOWER:
Twin engines and 9000 diesel horsepower get this train moving.

THE FOOD:
Over 4,000 specially prepared meals. Enough to feed a small army.

THE GEAR.

GET THE POINTS. GET THE GEAR

MARLBORO MICRO STRIPE T-SHIRT 15,000 Points

MARLBORO TRAIL WATCH 190,000 Points

WHAT'S THIS TRAIN REALLY LIKE?

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Source: https://www.industrydocuments.ucsf.edu/docs/snby0003